

MONICAL'S PIZZA

Changing to TransAct printers proves right move for Monical's Pizza.



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Doug Davis
Monical's Pizza

TRANSACT: THE ULTIMATE TOPPING FOR MONICAL'S PIZZA

Monical's Pizza has become an institution in Illinois, Indiana and Wisconsin. One reason for their wildly popular success in the thin-crust pizza arena has been Monical's unique vision to grasp what needs to be done in order to maintain a solid customer base – combined with a strong drive to seek opportunities to grow and expand.

The other major reason for Monical's ability to separate from the pack of pizzerias is their ardent philosophy to treat everyone like family, including guests, employees and vendors. Everyone. If you're involved with Monical's, you're family.

Monical's visionary talent was never more evident than when they replaced their unreliable register printers with the Ithaca POSjet 1000 inkjet printers manufactured by TransAct.

Their previous printers, which were supposedly designed for kitchens, had two major fundamental flaws that Monical's simply could not stomach: they were not heat-resistant, and they could not withstand various run-ins with spilled drinks, pizza sauce or misplaced appetizers.

TransAct's experience, reputation and feature-rich printers were the ideal fit.

As their preferred register printer, the Ithaca POSjet 1000 inkjet printers have become a vital part of the Monical's family and have contributed mightily to their success.

But before Monical's reached this lofty plateau, they had to endure some trying times with less than adequate printers.

Monical's IS Coordinator Doug Davis, concurs. "We used to have a printer with a flat surface," he says. "It caught everything in our kitchen...dough, paper clips, sauce. And when it got warm, it baked up some pretty bizarre concoctions."

Needless to say, Monical's didn't need any bizarre new items added to their menu. A better, higher quality printer that could stand the heat in the kitchen was more to their appetite.

TransAct on the Menu — A Recipe for Success

With 55 shops across three states and an average of five-to-eight printers per shop, Monical's migration to TransAct was a major undertaking and a major decision. But it was one that was necessary in order for Monical's to become more accurate, efficient and productive.

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One other major benefit of the Ithaca POSjet 1000 that appealed to Monical's is the placement of the wire jacks. TransAct's cord placement on the bottom of the printer – instead of on the back like so many other printers – allowed Monical's to conserve valuable counter space, and push the Ithaca POSjet 1000 all the way to the wall. With previous printers, pushing the printer to the wall usually resulted in broken cords.

TransAct Delivers for Monical's Pizza

Of course, the people of Monical's are the most visible and most important characteristic in their family atmosphere and reputation. But some members of the family are not readily noticeable, but nonetheless contribute greatly to the overall success of the entity.

TransAct POSjet 1000 printers are now a part of the family. They are the true workhorses of the organization, and make everything come together and run smoothly and efficiently from order placement through payment.

As the leader in developing and manufacturing high quality printers for transaction-based industries, TransAct has the unique distinction as processing more transactions a year than Visa, MasterCard and American Express combined.

Monical's Pizza capitalized on TransAct's deep experience and feature-rich printers to transform their kitchens printers into a marketing experience that's really cooking.